

## EDUCATION

COLLEGE FOR CREATIVE STUDIES; DETROIT, MI — 2009-13

received BFA in graphic design

LAWRENCE TECHNOLOGICAL UNIVERSITY; SOUTHFIELD, MI — 2008-09

studying transportation design

SCHOOLCRAFT COMMUNITY COLLEGE; LIVONIA, MI — 2005-07

studying computer aided drafting program

## WORK EXPERIENCE

INTERACTIVE ART DIRECTOR / WEB DESIGNER, CABELA'S; SIDNEY, NE — 2017-2018

- responsible for creative across all digital channels
- fully design and code landing pages and emails for promotions and vendors
- maintaining online promotions and coupons for Cabela's and vendors
- developing marketing strategies for mobile marketing including sms/mms
- creating marketing strategies for product categories

INTERACTIVE DESIGNER / WEB DESIGNER, CABELA'S; SIDNEY, NE — 2016-2017

- created consistent marketing creative for omni channel sale events
- developed marketing pieces for Cabela's and vendor funded projects

INTERACTIVE DESIGNER / WEB DESIGNER, CABELA'S CANADA; SIDNEY, NE — 2014-2016

- responsible for all creative across all digital channels for cabelas.ca
- created consistent marketing for all omni channel sale events
- developed marketing pieces for all vendor funded campaigns

LEAD GRAPHIC DESIGNER, MMTG; PLYMOUTH, MI — 2014

- part of a creative team establishing a visual rebrand
- responsible for creating projects across all corporate channels
- created and maintained all email marketing strategies

METROLOGIST, FORD MOTOR COMPANY; DEARBORN, MI — 2011-2013

- worked with ATOS/TRITOP photogrammetry equipment on prototype models
- used Polyworks to prepare 3D renderings for designers and math modelers

## SOFTWARE

illustrator | photoshop | indesign | code edge | adobe experience manager AEM

## SKILLS

responsive web design | html | css | jQuery | javascript | html email | UX | sms/mms

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